



A successful tandem:
The Mercedes plant in
Kecskemét produces the
new compact cars jointly
with the competence
center in Rastatt.

Profitable growth – thanks
to premium products
and efficiency. Efficient
packages of measures
make processes at all
divisions even more cost-
effective and ensure
optimal results throughout
the Group.

Increased Efficiency at All Divisions.

The recipe for success!



“The new packages of measures are helping us to put our power on the road even more efficiently and to overtake the competitors.”



The new Mercedes-Benz S-Class sets benchmarks also in terms of manufacturing, thanks to numerous new processes.

On its way to the top, Daimler has introduced efficiency programs and embedded them in the divisions' existing strategies. For example, the "Mercedes-Benz 2020" strategy was supplemented by the "Fit for Leadership" (F4L) component. In this way, processes can be made even more flexible, faster and more efficient.

Fit for the future – with new production technologies and even better processes.

The Mercedes-Benz plants in Kecskemét and Rastatt are also reporting positive results. The new compact cars from Mercedes-Benz are being produced there using cross-plant processes. Thanks to variable capacities and optimized capacity utilization, this production network is making a significant contribution to the cost efficiency of compact car production.

A lever for even greater productivity, flexibility, and profitability.

Daimler's commercial vehicle divisions are also continuing along their course. Optimization programs are safeguarding

the divisions' profitability goals: "Performance Vans 2013" at Mercedes-Benz Vans, "GLOBE 2013" at Daimler Buses and "Daimler Trucks #1" - the supplementary initiative of the "Global Excellence" strategy - at Daimler Trucks. The central focus of Daimler Trucks #1 is the platform and module strategy. Here, Daimler Trucks is focusing on a global product portfolio across all three weight categories for the three truck regions. With this strategy, we can offer optimally customized vehicles and technologies to our customers all over the world and take full advantage of savings potential over the long term.

Sustainable growth according to plan.

We aim to realize earnings contributions of approximately 4 billion in total by the end of 2014 with the help of the following programs: "Fit for Leadership" at Mercedes-Benz Cars, "Daimler Trucks #1" at Daimler Trucks, "Performance Vans 2013" at Mercedes-Benz Vans and "GLOBE 2013" at Daimler Buses. In this way, we will put our growth strategy on a solid financial foundation – and we are implementing this strategy according to plan.

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To further optimize our structures and costs, we are combining our engine portfolio to create a cross-brand generation of heavy-duty engines.